1408 Mission Avenue
San Rafael, California
94901

Whole Earth
MAGAZINE

September 10, 1997

To: David Katz
916.756.7188

Danica Remy
415.547.7963 (1612)

From: Alex Gault
415.256.2808

David and Danica,

Here's a revised budget, incorporating actuals up to the end of August.

After paying payroll and basic expenses on September 15, we will have about $7,000 in the bank. The printer bill will have to be pre-paid for the next issue.

Whatever we decide to do, we will have to delay the printing of the magazine by a few weeks. We are just struggling now with the last details of the second issue — correcting typos, spelling, image placement etc. With a strong push, Jon, Liz and I should have it done by late Friday afternoon.

We are ahead of schedule, relative to this last issue. If we postpone the schedule by 2 to 3 weeks until renewal revenue comes in, we should be OK.

Drastic measures nevertheless need to be taken. Ty called to tell me that it's not clear whether Lavinia Currier will give us money. He thinks it's inappropriate to ask her again. He suggests I maintain written correspondence with her. He is not prepared to liase with her further with regards to this matter.

Peter is giving a nature tour to some Rockefeller family members, and requested that instead of paying him, that they make a donation to the magazine.

I really want this magazine to succeed. If you think that you have the energy and will to support it, then I am willing to continue to work overtime to support all efforts to move forward.

Sincerely,

Alexander Gault

Alexander Gault
Publisher

Hm. phone # 422.0002

TEL: 415 256 2800
FAX: 415 256 2808
e-mail: wer@well.com

Whole Earth — P&L Budget YE 1997

10/9/97

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
REVENUE													
Circulation													
Subscriptions	35	403	1,147	1,539	0	1,250	0	1,500	0	0	0	0	5,874
Renewals	0	0	0	0	540	0	1,267	0	9,000	37,000	42,000	36,000	154,000
New	0	0	0	0	577	0	818	0	1,000	1,900	22,000	1,600	27,895
Newsstand	0	0	0	0	0	0		0	0	0	8,000	0	8,000
List Rental	1,733	335	2,037	582	331	714	706	500	500	600	600	600	9,238
Back Issues	656	172	100	27	70	50	50	50	100	100	100	100	1,575
Subtotal	2,424	910	3,284	2,148	1,518	2,014	2,841	2,050	10,600	39,600	72,700	38,300	178,389
Advertising													
Space Advertising	0	0	0	0	0	0	0	640	4,000	1,000	5,000	11,000	21,640
Classified	0	0	0	0	0	0	0	440	250	250	250	250	1,440
Subtotal	0	0	0	0	0	0	0	1,080	4,250	1,250	5,250	11,250	23,080
Development													
Donations	1,940	375	255	135	150	20	0	1,300	0	0	0	0	4,175
Grants	0	75,335	0	72,595	0	0	0	0	0	15,000	25,000	30,000	217,930
Editorial Fund	4,000	0	0	0	0	5,000	0	0	0	0	0	0	9,000
Subtotal	5,940	75,710	255	72,730	150	5,020	0	0	0	15,000	25,000	30,000	231,105
Ancillary													
MWEC Sales	1,005	665	968	470	630	1,200	850	950	1,200	1,200	1,200	1,200	11,538
Postage	65	95	210	35	0	0	100	100	100	100	100	100	1,005
Miscellaneous & Refunds	259	163	(96)	0	386	386	30	30	30	30	30	30	1,278
Royalties	0	0	2,095	682	0	0	0	0	1,900	0	0	0	4,677
Interest & Dividends	260	10	123	1,485	723	549	342	342	200	204	200	83	4,521
Subtotal	1,589	933	3,300	2,672	1,739	2,135	1,322	1,422	3,430	1,534	1,530	1,413	23,019
TOTAL INCOME	**9,953**	**77,553**	**6,839**	**77,550**	**3,407**	**9,169**	**4,163**	**4,552**	**18,280**	**57,384**	**104,480**	**80,963**	**455,593**
EXPENSES													
Editorial													
Salary - Editor	3,250	3,000	3,000	3,000	3,000	3,000	3,333	3,333	3,333	3,333	3,333	3,333	38,250
Salary - Managing Editor	3,000	3,000	3,000	3,000	3,000	3,000	3,333	3,333	3,333	3,333	3,333	3,333	38,000
Salary - Assistant Editor	833	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	19,167
Salary - Assistant Editor	938	625	625	625	625	625	625	625	625	625	625	625	7,813
Travel & Entertainment	0	0	0	0	0	0	0	0	0	0	200	200	400
Manuscript Fees	0	0	0	0	0	4,870	0	250	0	3,500	3,500	0	12,120
Art & Photo fees	0	0	0	0	0	750	0	240	0	0	500	0	1,490
Dues & Subscriptions	0	36	0	0	0	0	0	0	0	0	100	100	236
Subtotal	8,021	8,328	8,292	8,292	8,292	13,912	8,958	9,448	8,958	12,458	13,258	9,258	117,475

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Production													
Salary - Designer	0	0	1,917	2,866	0	0	2,150	2,150	0	0	2,866	1,433	13,382
Production Assistant	0	0	0	1,333	667	0	334	1,666	0	0	1,333	666	5,999
Magazine design	0	0	0	0	0	0	3,200	0	0	0	0	0	3,200
Production Services	0	0	740	151	500	623	268	135	0	400	600	500	3,917
Cover	0	0	0	0	0	0	0	0	0	0	0	0	0
Subtotal	0	0	2,657	4,350	1,167	623	5,952	3,951	0	400	4,799	2,599	26,498
Manufacturing													
Printing	0	239	0	0	25,655	0	0	7,000	26,000	0	0	0	58,894
Mail Services	0	0	0	0	0	0	0	0	800	0	0	800	1,600
Packing	0	0	0	0	0	0	0	0	500	0	0	500	1,000
Subtotal	0	239	0	0	25,655	0	0	7,000	27,300	0	0	1,300	61,494
Circulation													
Salary	500	500	750	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,250
Subscription postage	0	200	75	200	3,046	1,800	300	13,000	500	500	500	500	20,621
Subscription freight	0	0	0	0	0	0	0	500	0	500	500	500	2,000
Handling Charges	0	0	0	0	0	0	251	0	251	0	0	251	753
Fulfillment	75	0	0	200	0	1,670	1,700	1,700	2,500	2,500	2,500	2,500	15,345
Newsstand freight	0	0	0	0	0	0	0	200	200	200	200	4,000	4,800
Newsstand promotions	0	0	0	0	0	200	0	0	700	0	0	700	1,600
List Rental Expenses	0	0	0	70	0	247	45	138	138	138	138	138	1,052
Refunds	0	32	61	91	0	30	30	30	30	30	30	30	394
Back Issue Costs	214	178	178	141	130	135	330	150	250	250	250	250	2,456
Subtotal	789	909	1,064	2,202	4,676	5,582	4,156	17,218	6,069	5,618	5,618	10,369	64,270
Subscription Development	96	0	0	0	0	0	0	0	3,000	10,000	15,000	0	28,096
Advertising													
Expenses/staffing	0	0	0	0	0	0	30	2,370	0	500	500	1,000	4,400
Commissions	0	0	0	0	0	0	0	2,000	0	0		0	2,000
Subtotal	0	0	0	0	0	0	30	4,370	0	500	500	1,000	6,400
Development													
Fundraising Expenses	203	0	0	0	0	0	0	0	0	0			203
Fundraising Staff Support	0	0	800	5,365	2,453	0	4,952	0	826	1,000	1,000	1,000	17,396
Travel & Entertainment	308	0	67	40	60	0	35	0	0	0	0	0	510
Subtotal	511	0	867	5,405	2,513	0	4,987	0	826	1,000	1,000	1,000	18,109
Administrative													
Salary - Publisher	0	1,500	3,000	3,000	3,000	3,000	3,333	3,333	3,333	3,333	3,333	3,333	33,498
Salary - Office Manager	740	0	833	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	16,576
Bookkeeping	255	250	0	285	217	250	250	250	250	250	250	250	2,757
Accounting & Legal	556	90	655	530	0	120	0	0	200	0	0	200	2,351

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Consulting	0	0	0	0	0	0	0	0	0	0	0	0	0
Travel & Entertainment	0	0	0	0	0	200	200	200	300	200	300	200	1,600
Bank & credit card fees	53	89	83	239	0	100	100	100	150	150	200	200	1,464
Sales Tax	189	0	0	0	0	0	0	0	0	0	0	0	189
Dues & Fees	(96)	50	50	50	172	18	18	18	18	18	18	18	352
Container Rental	900	0	0	600	0	0	600	0	0	600	0	0	2,700
Rent	758	1,225	1,430	1,430	1,430	1,430	1,430	1,430	1,430	1,430	1,430	1,430	16,283
Telephone	2,300	78	800	190	85	193	150	150	150	150	150	150	4,546
Long Distance	214	0	260	993	922	517	740	900	900	900	900	900	8,146
Internet Installation & Fees	25	25	25	25	300	110	110	110	110	110	150	150	1,250
Postage/Shipping	332	68	99	319	331	451	300	300	350	350	350	350	3,600
MWEC Shipping & Purchase	209	755	262	359	0	218	200	200	100	100	100	100	2,603
Supplies	138	29	413	807	889	556	250	250	250	250	250	250	4,332
Equipment Purchase	229	117	0	3,514	935	2,023	1,000	125	125	125	125	125	8,443
Equipment Rental	151	75	75	215	50	50	50	50	50	50	50	50	916
Repair/Maintenance	7	50	50	500	900	50	50	50	50	50	50	50	1,857
Miscellaneous	41	150	50	50	50	50	50	50	50	50	50	50	691
Health Ins.	357	357	357	357	357	800	800	800	800	800	800	800	7,385
Payroll Taxes & Fees	1,987	1,147	999	1,659	775	770	770	770	770	770	770	770	11,957
State Comp Insurance	0	0	0	287	0	613	0	0	550	0	0	550	2,000
Staff Moving Expenses	0	1,000	0	0	0	0	0	0	0	0	0	0	1,000
Advertising/Job Searches	75	0	0	0	0	0	0	0	0	0	0	0	75
Subtotal	9,420	7,055	9,441	17,076	12,080	13,186	12,068	10,753	11,603	11,353	10,943	11,593	136,571
Debt Service	18,000	0	0	0	22,500	0	0	0	0	0	3,750	4,500	48,750
TOTAL EXPENSES	**36,837**	**16,531**	**22,321**	**37,325**	**76,883**	**33,303**	**36,151**	**52,740**	**57,756**	**41,329**	**54,868**	**41,619**	**507,664**
OPERATING INCOME	**(26,884)**	**61,022**	**(15,482)**	**40,225**	**(73,476)**	**(24,134)**	**(31,989)**	**(48,189)**	**(39,476)**	**16,055**	**49,612**	**39,344**	**(52,071)**
CUMULATIVE INCOME	138,468	111,584	172,606	157,124	197,350	123,874	99,740	67,752	19,563	(19,913)	(3,859)	45,753	85,097
CASH BALANCE	111,584	172,606	157,124	197,350	123,874	99,740	67,752	19,563	(19,913)	(3,859)	45,753	85,097	
ASSUMPTIONS													
Advertising income/page	1,200												
Income/new sub	20												
Income/renewal	22												

Whole Earth — P&L Budget YE 1997

5/1/97

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
REVENUE													
Circulation													
Subscriptions	28,000	26,000	28,000	25,000	28,000	42,000	36,000	35,000	29,000	28,000	32,000	34,000	371,000
Newsstands	4,000	10,000	15,000	5,000	12,000	16,000	6,000	12,000	16,000	6,000	12,000	17,000	131,000
Advertising	4,000	4,000	9,000	4,000	5,000	11,000	4,000	6,000	12,000	4,000	7,000	13,000	83,000
Development	0	0	25,000	0	0	30,000	0	0	30,000	0	0	30,000	115,000
Reader support	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	43,200
Ancillary	400	400	400	400	400	400	400	400	400	400	400	400	4,800
TOTAL INCOME	**40,000**	**44,000**	**81,000**	**38,000**	**49,000**	**103,000**	**50,000**	**57,000**	**91,000**	**42,000**	**55,000**	**98,000**	**748,000**
EXPENSES													
Editorial	10,000	15,000	10,000	10,000	15,000	10,000	15,000	10,000	10,000	15,000	15,000	10,000	145,000
Production	3500	5500	0	3,500	5,500	0	3,500	5,500	0	3,500	5,500	0	36,000
Manufacturing	12,500	0	27,000	0	0	29,000	0	0	30,000	0	0	31,000	129,500
Circulation	5,000	7,000	12,000	5,000	7,000	13,000	7,000	9,000	14,000	6,000	10,000	14,000	109,000
Subscription Development	0	10,000	0	0	30,000	40,000	0	0	5,000	10,000	0	0	95,000
Advertising	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Development	0	4,000	2,000	0	3,000	2,000	0	3,000	2,000	0	3,000	2,000	21,000
Administrative	14,500	14,500	14,500	14,500	14,800	14,800	14,800	14,800	14,800	14,800	14,800	14,800	176,400
Debt Service			5,000	0		6,000	0	0	6,000	0	0	6,000	23,000
TOTAL EXPENSES	**46,500**	**57,000**	**71,500**	**34,000**	**76,300**	**115,800**	**41,300**	**43,300**	**82,800**	**50,300**	**49,300**	**78,800**	**746,900**
OPERATING INCOME	(6,500)	(13,000)	**9,500**	**4,000**	(27,300)	(12,800)	**8,700**	**13,700**	**8,200**	(8,300)	**5,700**	**19,200**	**1,100**
CUMULATIVE INCOME	46,688	40,188	27,188	36,688	40,688	13,388	588	9,288	22,988	31,188	22,888	28,588	47,788
CASH BALANCE	40,188	27,188	36,688	40,688	13,388	588	9,288	22,988	31,188	22,888	28,588	47,788	

Whole Earth — P&L Budget YE 1997

5/1/97

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
REVENUE													
Circulation													
Subscriptions	35	403	1,147	1,539	0	0	0	0	0	0	0	0	3,124
Renewals	0	0	0	0	577	1,000	14,000	25,000	8,000	19,600	19,000	12,000	154,000
New	0	0	0	0	559	1,000	4,000	6,000	12,000	11,000	8,000	10,000	52,559
Newsstand	0	0	0	0	0	0	0	7,500	7,500	0	10,000	10,000	35,000
List Rental	1,733	335	2,037	582	331	500	500	500	500	600	600	600	8,818
Back Issues	656	172	100	27	70	150	150	150	200	200	200	200	2,275
Subtotal	2,424	910	3,284	2,148	1,537	2,650	18,650	39,150	28,200	31,400	37,800	32,800	200,953
Advertising													
Space Advertising	0	0	0	0	0	0	3,000	3,000	6,000	1,000	5,000	11,000	29,000
Classified	0	0	0	0	0	250		250	250	250	250	250	1,500
Subtotal	0	0	0	0	0	250	3,000	3,250	6,250	1,250	5,250	11,250	30,500
Development													
Donations	1,940	375	255	135	150	20	0	0	0	0	0	0	2,875
Grants	0	75,335	0	72,595	0	0	15,000	0	0	15,000	25,000	30,000	232,930
Editorial Fund	4,000	0	0	0	0	5,000	0	0	0	0	0	0	9,000
Subtotal	5,940	75,710	255	72,730	150	5,020	15,000	0	0	15,000	25,000	30,000	244,805
Ancillary													
MWEC Sales	1,005	665	968	470	630	515	500	500	500	500	500	500	7,253
Postage	65	95	210	35	0	0	100	100	100	100	100	100	1,005
Miscellaneous & Refunds	259	163	(96)	0	386	386	30	30	30	30	30	30	1,278
Royalties	0	0	2,095	682	0	0	0	0	0	0	0	0	2,777
Interest & Dividends	260	10	123	1,485	723	3	342	342	200	204	200	83	3,975
Subtotal	1,589	933	3,300	2,672	1,739	904	972	972	830	834	830	713	16,288
TOTAL INCOME	**9,953**	**77,553**	**6,839**	**77,550**	**3,426**	**8,824**	**37,622**	**43,372**	**35,280**	**48,484**	**68,880**	**74,763**	**492,546**
EXPENSES													
Editorial													
Salary - Editor	3,250	3,000	3,000	3,000	3,000	3,000	3,333	3,333	3,333	3,333	3,333	3,333	38,250
Salary - Managing Editor	3,000	3,000	3,000	3,000	3,000	3,000	3,333	3,333	3,333	3,333	3,333	3,333	38,000
Salary - Assistant Editor	833	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	19,167
Salary - Assistant Editor	938	625	625	625	625	625	625	625	625	625	625	625	7,813
Travel & Entertainment	0	0	0	0	0	200	200	200	200	200	200	200	1,400
Manuscript Fees	0	0	0	0	0	4,870	0	3,500	0	0	3,500	0	11,870
Art & Photo fees	0	0	0	0	500	0	0	500	0	0	500	0	1,500
Dues & Subscriptions	0	36	0	0	0	100	100	100	100	100	100	100	736
Subtotal	8,021	8,328	8,292	8,292	8,792	13,462	9,258	13,258	9,258	9,258	13,258	9,258	118,735

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Production													
Salary - Designer	0	0	1,200	4,300	0	0	2,866	1,433	0	2,866	1,433	0	14,098
Production Assistant	0	0	0	2,000	0	0	1,333	666	0	1,333	666	0	5,998
Magazine design	0	0	0	0	5,000	0	0	0	0	0	0	0	5,000
Production Services	0	0	0	0	500	0	0	500	0	0	500	0	1,500
Cover	0	0	0	0	1,000	0	0	1,000	0	0	1,000	0	3,000
Subtotal	0	0	1,200	6,300	6,500	0	4,199	3,599	0	4,199	3,599	0	29,596
Manufacturing													
Printing	0	239	0	0	25,000	0	0	25,000	0	0	12,500	0	62,739
Mail Services	0	0	0	0	0	800	0	0	800	0	0	800	2,400
Packing	0	0	0	0	0	500	0	0	500	0	0	500	1,500
Subtotal	0	239	0	0	25,000	1,300	0	25,000	1,300	0	12,500	1,300	66,639
Circulation													
Salary	500	500	1,500	1,500	1,500	1,500	1,750	1,750	1,750	1,750	1,750	1,750	17,500
Subscription postage	0	0	200	200	200	4,500	400	400	4,500	400	400	4,500	15,700
Subscription freight	0	0	0	0	0	583	0	0	583	0	0	583	1,749
Handling Charges	0	0	0	0	0	251	0	0	251	0	0	251	753
Fulfillment	75	0	0	200	1,000	2,400	1,500	1,500	2,400	1,500	1,500	2,400	14,475
Newsstand freight	0	0	0	0	0	4,000	200	200	4,000	200	200	4,000	12,800
Newsstand promotions	0	0	0	0	0	200	0	0	700	0	0	700	1,600
List Rental Expenses	0	0	0	144	150	150	138	138	138	138	138	138	1,272
Refunds	0	32	30	30	30	30	30	30	30	30	30	30	332
Back Issue Costs	214	178	178	150	150	200	200	250	250	250	250	250	2,520
Subtotal	789	709	1,908	2,224	3,030	13,814	4,218	4,268	14,602	4,268	4,268	14,602	68,700
Subscription Development	96	0	0	0	15,000	0	0	20,000	30,000	0	15,000	0	80,096
Advertising													
Expenses/staffing	0	0	0	0	2,000	500	500	500	500	500	500	1,000	6,000
Commissions	0	0	0	0	0	0	0	2,000	0	0		2,000	4,000
Subtotal	0	0	0	0	2,000	500	500	2,500	500	500	500	3,000	10,000
Development													
Fundraising Expenses	203	2,200	200	700	600	200	200	200	200	200	200	600	5,703
Fundraising Staff Support	0	800	800	1,300	2,000	2,000	2,000	2,000	2,000	2,000	800	800	16,500
Travel & Entertainment	0	0	0	3,200	0	0	0	0	0	0	0	0	3,200
Subtotal	203	3,000	1,000	5,200	2,600	2,200	2,200	2,200	2,200	2,200	1,000	1,400	25,403
Administrative													
Salary - Publisher	0	1,500	3,000	3,000	3,000	3,000	3,333	3,333	3,333	3,333	3,333	3,333	33,498
Salary - Office Manager	740	0	833	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	16,576
Bookkeeping	255	250	250	500	250	250	500	500	500	500	250	250	4,255
Accounting & Legal	556	90	750	260	0	0	0	0	0	0	0	0	1,656

Whole Earth — P&L Budget YE 1997

5/1/97

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Consulting	0	0	0	0	0	1,000	1,000	0	0	1,000	1,000	1,000	5,000
Travel & Entertainment	0	0	0	0	0	200	200	200	300	200	300	200	1,600
Bank & credit card fees	53	89	83	239	0	100	100	100	150	150	200	200	1,464
Sales Tax	189	0	0	0	0	0	0	0	0	0	0	0	189
Dues & Fees	(96)	50	50	50	172	18	18	18	18	18	18	18	352
Container Rental	900	0	0	600	0	0	600	0	0	600	0	0	2,700
Rent	758	1,225	1,430	1,430	1,430	1,430	1,430	1,430	1,430	1,430	1,430	1,430	16,283
Telephone	2,200	78	1,100	190	85	220	150	150	150	150	150	150	4,773
Long Distance	214	0	260	993	1,144	800	900	900	900	900	900	900	8,811
Internet Installation & Fees	25	25	25	25	300	150	150	150	150	150	150	150	1,450
Postage/Shipping	332	68	99	319	331	451	300	300	350	350	350	350	3,600
MWEC Shipping & Purchase	209	755	262	359	0	218	200	200	100	100	100	100	2,603
Supplies	138	29	413	807	889	691	250	250	250	250	250	250	4,467
Equipment Purchase	229	117	0	3,514	935	2,023	1,000	125	125	125	125	125	8,443
Equipment Rental	151	75	75	215	50	50	50	50	50	50	50	50	916
Repair/Maintenance	7	50	50	500	1,300	50	50	50	50	50	50	50	2,257
Miscellaneous	41	150	50	50	50	50	50	50	50	50	50	50	691
Health Ins.	357	357	357	357	357	800	800	800	800	800	800	800	7,385
Payroll Taxes & Fees	1,987	1,147	999	1,659	775	1,300	1,300	1,300	1,300	1,300	1,300	1,300	15,667
State Comp Insurance	0	0	425	0	0	550	0	0	550	0	0	550	2,075
Staff Moving Expenses	0	1,000	0	0	0	0	0	0	0	0	0	0	1,000
Advertising/Job Searches	75	325	0	0	0	0	0	0	0	0	0	0	400
Subtotal	9,320	7,380	10,166	16,789	12,702	15,138	13,798	11,373	12,223	12,973	12,523	13,173	147,558
Debt Service	18,000	15,000	0	0	22,500	0	2,250	0	2,250	0	3,750	4,500	68,250
TOTAL EXPENSES	**36,737**	**34,856**	**23,929**	**36,833**	**79,292**	**39,210**	**51,774**	**71,698**	**50,650**	**42,898**	**65,898**	**50,550**	**584,326**
OPERATING INCOME	**(26,784)**	**42,697**	**(17,090)**	**40,717**	**(75,866)**	**(30,386)**	**(14,153)**	**(28,327)**	**(15,370)**	**5,586**	**2,982**	**24,213**	**(91,780)**
CUMULATIVE INCOME	138,468	111,684	154,381	137,291	178,009	102,143	71,757	57,605	29,278	13,908	19,493	22,475	46,688
CASH BALANCE	111,684	154,381	137,291	178,009	102,143	71,757	57,605	29,278	13,908	19,493	22,475	46,688	
ASSUMPTIONS													
Advertising income/page	1,000												
Income/new sub	20												
Income/renewal	22												

Whole Earth — YTD August 97

	January	February	March	April	May	June	July	August	Total
Expenses									
Projected	36,737.00	34,856.00	23,929.00	36,833.00	79,269.00	39,210.00	51,774.00	71,689.00	374,297.00
Actual	37,516.00	16,039.00	22,728.00	36,311.00	53,202.00	33,010.00	36,626.00	56,000.00	291,432.00
Revenue									
Projected	9,953.00	77,553.00	6,839.00	77,550.00	3,426.00	8,824.00	37,622.00	43,372.00	265,139.00
Actual	9,957.00	77,222.00	6,838.00	77,547.00	3,442.00	8,331.00	2,836.00	5,000.00	191,173.00
Operating Income	(27,559.00)	61,183.00	(15,890.00)	41,236.00	(49,760.00)	(24,679.00)	(33,790.00)	(51,000.00)	(100,259.00)
Cumulative Income	84,125.00	145,308.00	129,418.00	170,654.00	120,894.00	96,215.00	62,425.00	11,425.00	
Cash Balance	111,684.00	84,125.00	145,308.00	129,418.00	170,654.00	120,894.00	96,215.00	62,425.00	11,425.00
Significant Revenue Short Falls									
Subscription renewals							14,000.00	25,000.00	
Grants							15,000.00		
Significant Unrealized Expenses									
Printer: Prepayment for Fall issue								26,300.00	

* I will be meeting with the printer early next week to discuss printing the next issue. I will do my best to change our terms so that we pay for printing after the job.

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